

SUBSCRIPTION-BASED DYNAMIC CONTENT

ABSTRACT OF THE DISCLOSURE

A subscription-based dynamic content update system including a content
5 update sub-system including a session manager operative to associate a web page
currently active at a client and having at least one specialized content area with a
subscription for content therefor, a subscription manager operative to create the
subscription on a publish/subscribe server, an event buffer operative to store a content
update received from the publish/subscribe server in response to a publication received
10 from a content provider and in connection with the subscription, and a monitor
operative to receive the content update from the content update sub-system and provide
the content update for updating the specialized content area.